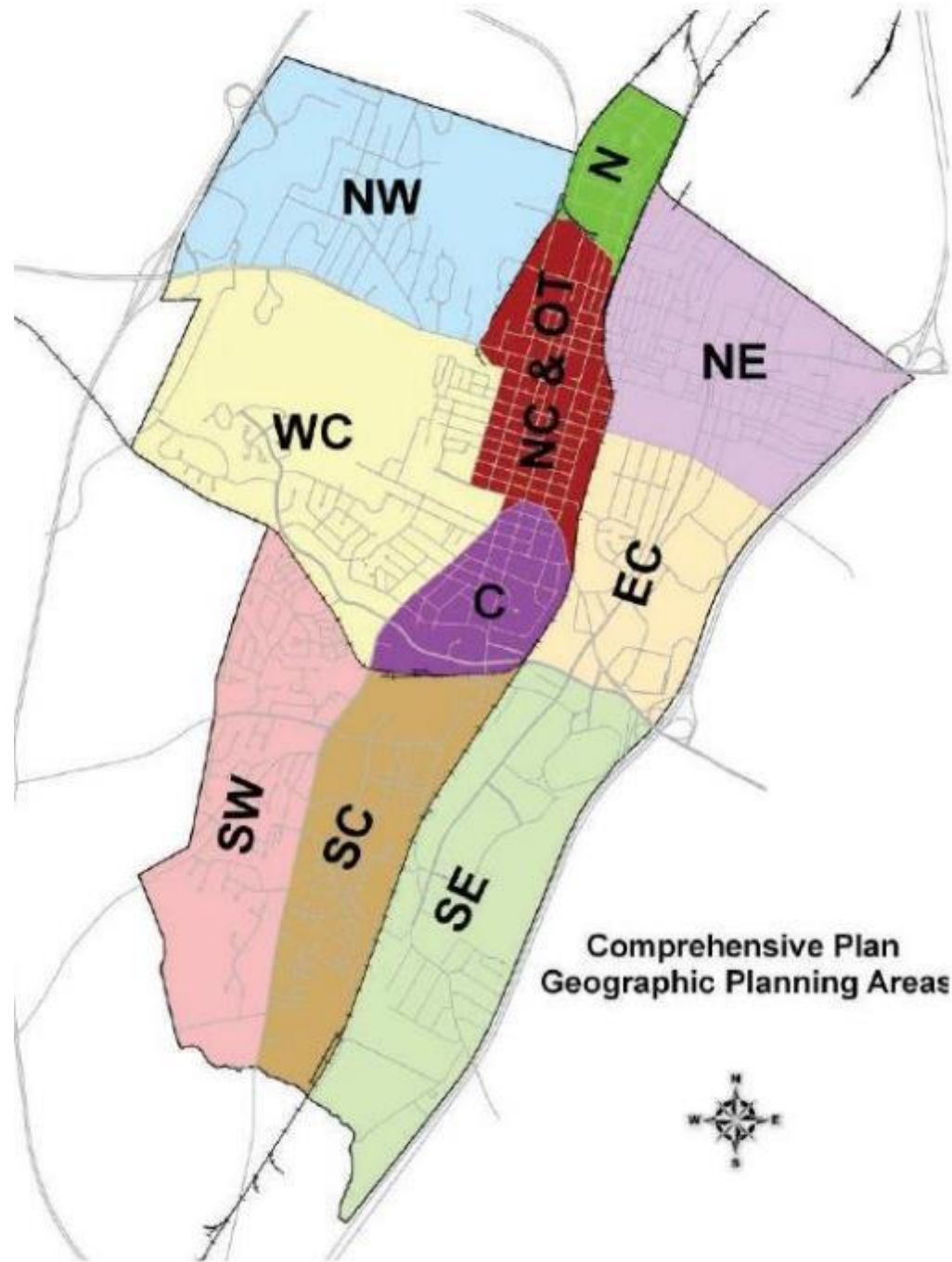


Winchester Comprehensive Plan Update

Chapter 11: Ten Geographic Planning

Updated 8/23/2021

MAP OF TEN GEOGRAPHIC PLANNING AREAS



2021 NORTH AREA Exhibit

North Cameron/North Loudoun Corridor

- ▶ Improve intersection at N. Cameron and N. Loudoun
- ▶ Plaza that attracts pedestrians from Green Circle Trail
- ▶ Larger scale offices and industrial buildings to create transition into smaller mixed use buildings



2021 NORTHEAST AREA EXHIBIT



Berryville Avenue Corridor

- ▶ Redevelopment of Route 7 extending from I-81 towards downtown
- ▶ Include mixed-use, parks connecting to a existing neighborhood, and frontage road that serves redevelopment along south of Route 7.
- ▶ Redirects highway traffic away from Berryville Ave.



DRAFT NORTHEAST AREA UPDATE- SMALTS SITE

- National Avenue
- 4.55 acres
- Located in an Enterprise Zone
- Fronts the Corridor Enhancement District
- Zoned B-2, HR-1, & MR
- Potential uses
 - Assisted living facility
 - Mixed Use
 - Apartment building



DRAFT NORTHEAST AREA UPDATE- FRIENDSHIP PARK

Proposed change from
Civic/Park Use to
Redevelopment Site change at
Friendship Park

EXISTING



PROPOSED



DRAFT NORTHEAST AREA UPDATE- RADIO STATION SITE

Proposed change from
Neighborhood Stabilization
to Redevelopment Site at
former WINC Radio Station
site

EXISTING



PROPOSED



2021 EAST CENTRAL AREA EXHIBIT

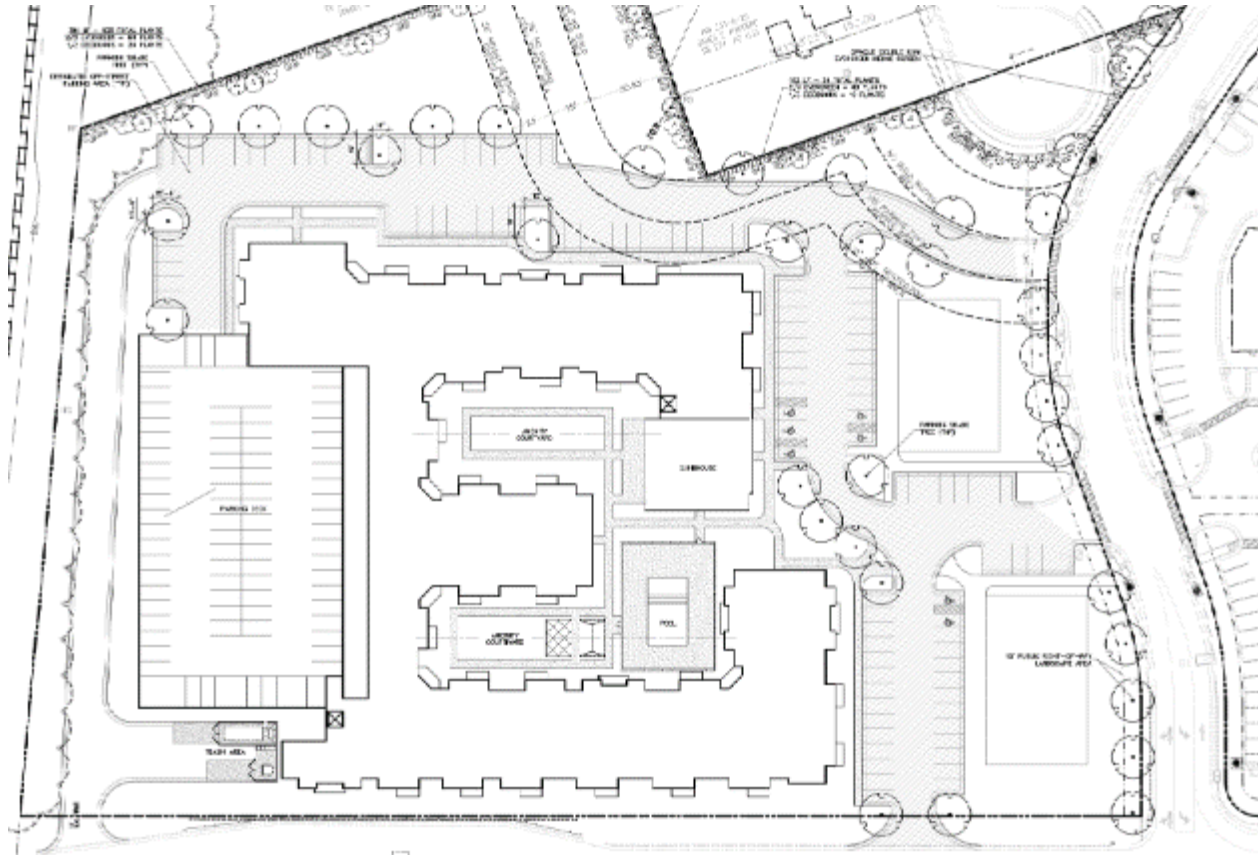
West Side of S Pleasant Valley Rd

- ▶ Hable's Property across from Jones Funeral Home
- ▶ Incorporates a roundabout on Pleasant Valley Rd at new access to E. Leicester St along west side. Access to City park could also be considered in the future.
- ▶ Takes advantage of the sloped site to have at-grade access from both the front (toward S. Pleasant Valley Rd) and rear.



DRAFT EAST CENTRAL AREA EXHIBIT- SPRING STREET SITE

Multifamily PUD oriented to Shenandoah University students with commercial structures out front along Spring St across from Tropical Smoothie Cafe



2021 SOUTHEAST AREA EXHIBIT

Apple Blossom Mall & Former Clarion Site

- ▶ Encourage mixed used development, including housing along west side of site within easy walking distance to grocery store.
- ▶ Encourage standalone buildings in excess parking area including fitness center that could be connected to Green Circle Trail through the site.
- ▶ A parking structure could be added between a multifamily complex and the remain mall structure if additional uses warrant it.



2021 SOUTHEAST AREA EXHIBIT



S. Pleasant Valley Rd./Battaile Dr.

- ▶ Develop undeveloped land N. of Henkel-Harris
- ▶ Connect Pleasant Valley Road with Battaile Drive to reduce commercial traffic in Papermill Rd residential areas
- ▶ Overpass aligned with Battaile Dr.
- ▶ Mixed Use Development concept for current CM-1 and RO-1 Glaze land along S side of Crossover Blvd



2021 SOUTH CENTRAL AREA EXHIBIT

Ward Plaza

- ▶ Walkability, mixed-use and improved connections
- ▶ New street system, North-south and east-west, provide better access to site
- ▶ Encourage mixed-use residential, office space, and retail that could be used at any point of the day
- ▶ With addition of a park, site could become destination for residents or visitors to the area
- ▶ A grocery store here would serve many residents



2021 SOUTHWEST AREA Exhibit

No changes proposed since 2011



Virginia Apple Storage & Former Elms Motel Site

- ▶ Redevelop the old Virginia Apple Storage Site
- ▶ Redevelop old structures into residential use on the upper levels and commercial use on the ground floor
- ▶ Remove old buildings so a well-planned mixed-use development could form
- ▶ Create a grid street system



2021 WEST CENTRAL AREA EXHIBIT

Meadow Branch Avenue Extension

- ▶ Offers more opportunities for mixed use and recommend grocery store along west side of Meadow Branch Ave near Amherst St
- ▶ Develop homes and apartments for high-income professionals associated with the hospital



2021 NORTHWEST AREA EXHIBIT- Linden Dr



Former Frederick Co Middle School

Site for possible Continuous Care Ctr on lower plateau closer to WMC and variety of housing on upper plateau closer to Linden Drive residential area

Include Neighborhood Park



2021 NORTHWEST AREA EXHIBIT



National Fruit

- ▶ Flat areas around Fairmont Ave provide opportunities to reuse the buildings
- ▶ Wyck and Fairmont intersection could become a focal point for arrival into the city. Roundabout realigns Fairmont Ave, redirecting commercial traffic onto Wyck St away from residential neighborhood.
- ▶ Steeper land to west could become mixed-type residential development



INFILL & VERTICAL EXPANSION OPPORTUNITIES IN OLD TOWN

The next several slides look at four superblocks (quadrants) in Old Town that adjoin the Old Town Walking Mall which are as follows:

- SW Quadrant- bound by S. Braddock, W. Boscawen, S. Loudoun, and W. Cork
- NW Quadrant- bound by N. Braddock, W. Piccadilly, N. Loudoun, and W. Boscawen
- NE Quadrant- bound by N. Loudoun, E. Piccadilly, N. Cameron, and E. Boscawen
- SE Quadrant- bound by N. Loudoun, E. Boscawen, S. Cameron, and E. Cork

All proposals call for mixed unit development

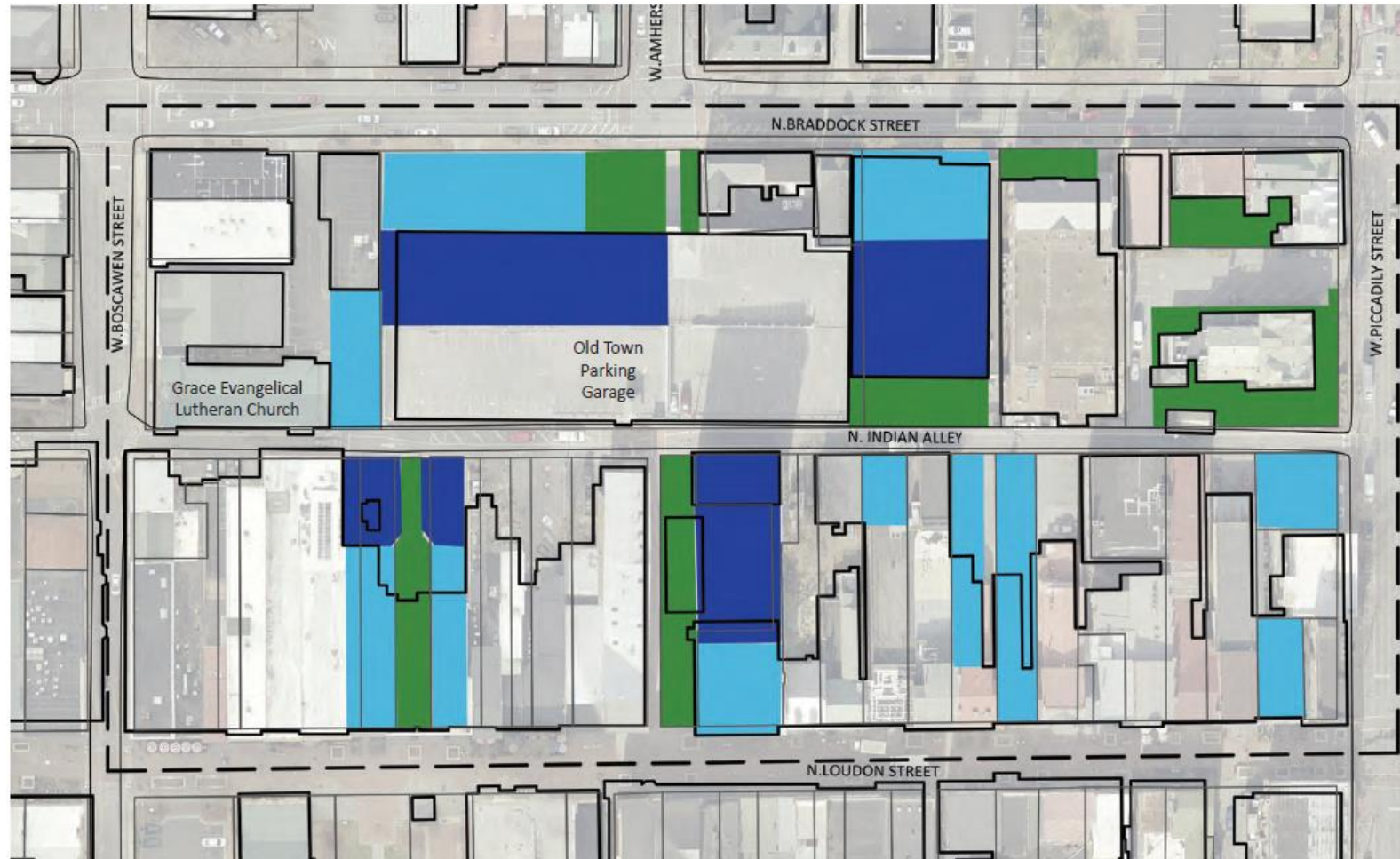
OLD TOWN AREA exhibit- SW QUADRANT



LEGEND

- 2 - 4 Story Infill Opportunity
- 5 - 7 Story Infill Opportunity
- Open Space
- 100-yr Floodway

OLD TOWN AREA exhibit- NW QUADRANT



LEGEND

- 2 - 4 Story Infill Opportunity
- 5 - 7 Story Infill Opportunity
- Open Space

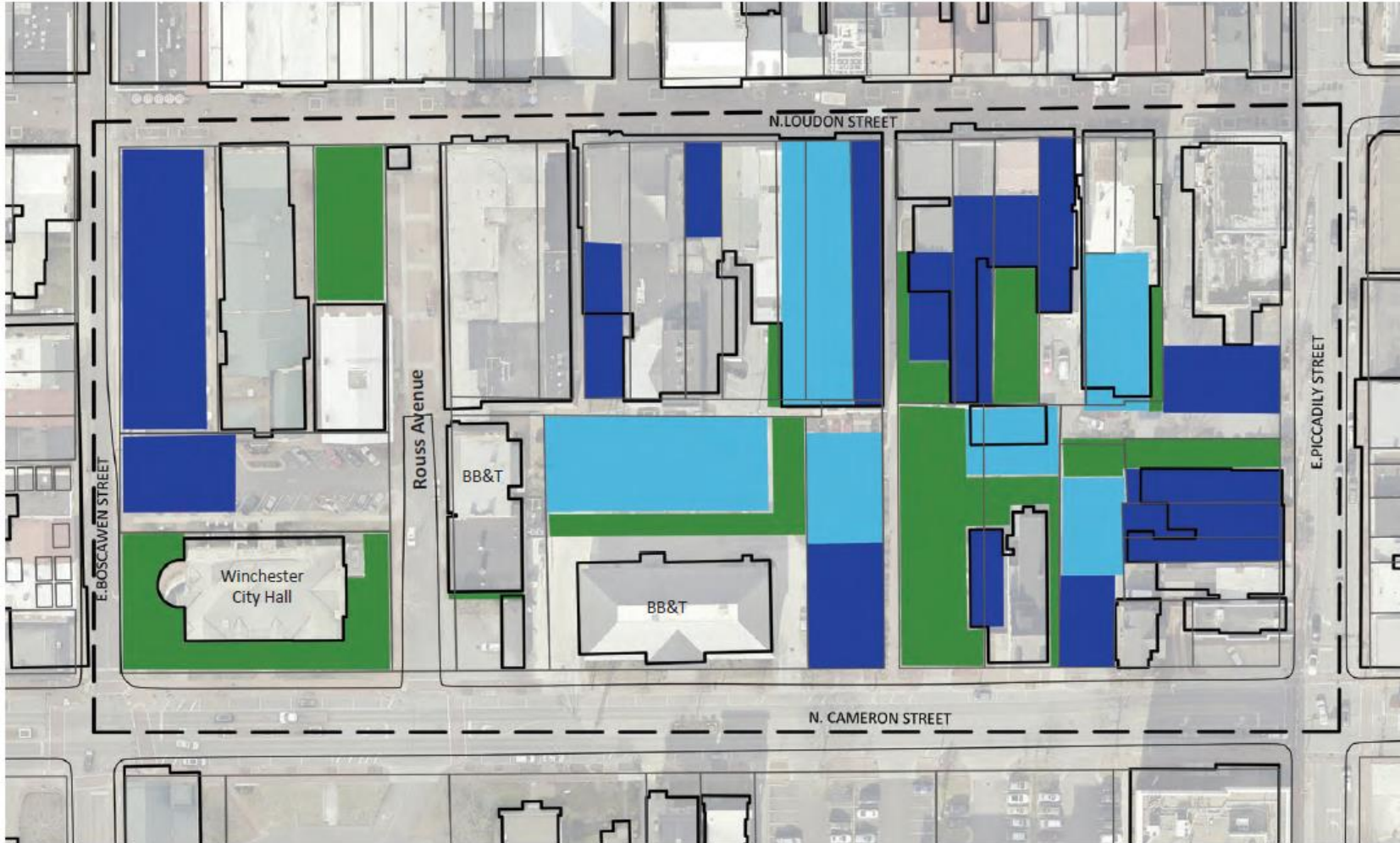
OLD TOWN AREA exhibit- SE QUADRANT



LEGEND

- 2 - 4 Story Infill Opportunity
- 5 - 7 Story Infill Opportunity
- Open Space
- 100-yr Floodway

OLD TOWN AREA exhibit- NE QUADRANT



LEGEND

- 2 - 4 Story Infill Opportunity
- 5 - 7 Story Infill Opportunity
- Open Space

OLD TOWN- REDEVELOPMENT CONCEPT FOR BRADDOCK ST UMC PARKING LOT



- Mixed Use with Grocery Store and some covered parking on ground level.
- Apartments on 2-4 levels above ground level with green roof courtyard.
- Parking for tenants in partial basement accessed from Indian Alley.
- Loading dock & drive along south end of site.
- Infill Mixed-Use Redevelopment of Braddock Street United Methodist Church Surface Parking Lot at 29 Wolfe St

2021 CENTRAL AREA EXHIBIT

Block opposite John Handley High School

- ▶ Close proximity to Handley High and existing redevelopments.
- ▶ Existing B-1 zoning would permit taller buildings and fairly high density.



DRAFT 2021 Character Map updated to reflect:

Revised and newly added
Redevelopment Sites

New streets & community
facilities

Changes to recommended
future development
designations

